

ABSTRACT OF THE DISCLOSURE

In one embodiment, advertisements are delivered to a telephone user by detecting an interest by a user in a destination telephone number, determining a category of the destination telephone number, and providing the user an advertisement

5 based on the category of the destination telephone number. For example, a call by a user to a destination telephone number may be detected. A database may then be consulted to determine if the destination telephone number belongs to a particular category of businesses (e.g., restaurant, movie theater, air line,...). If so, advertisements for similar businesses may be provided to the telephone user. Among

10 other advantages, this allows for delivery of relevant advertisements to telephone users.